



SHMUEL THALER/SENTINEL

The crew at Sentinel Printers stops the presses long enough to pose for a photo on Wednesday. From left, Rick Williams, owners Neil and Trula Hickman, Noah Strum, Brian Hamel and Lauren Tedeschi. Opened in 1856, Sentinel Printers is the oldest business in downtown Santa Cruz.

Downtown Association celebrates 50 years

Clubs + organizations - 2000

Gala Saturday at Rittenhouse Building

By JONDI GUMZ

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SANTA CRUZ — Trula and Neil Hickman spent two decades commuting to San Jose to work in the printing business until the opportunity to buy Sentinel Printers in downtown Santa Cruz arose two-and-a-half years ago.

"We jumped at the chance," said Trula Hickman, 49, thankful for loyal customers when the economy went south. "There is a lot of support for locally owned businesses."

She didn't realize until this week that Sentinel Printers is the oldest operating business downtown. It opened in 1856.

Chip, the Downtown Association director who goes by one name, has been researching how many businesses have been downtown for 50 years for a Saturday gala celebrating the association's 50th anniversary.

The task is tougher than first meets the eye.

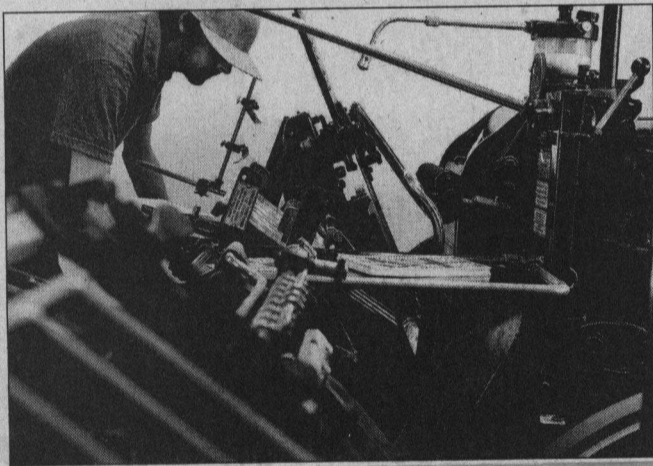
Judy Steen, who edited a new version of "The Sidewalk Companion to Santa Cruz Architecture," researched the oldest businesses in Santa Cruz County 15 years ago.

"It drove me crazy," she confessed.

For example, Marini's started in 1915 on the Boardwalk selling saltwater taffy. It opened a store downtown later.

Paper Vision, the stationery store, is an offshoot of Paper Vision Press, started by the owner of Plaza Books, but Steen traces the history of that shop to 1915 when A. B. Carr operated it under a different name.

Then there's the Santa Cruz



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Brian Hamel gets back to basics by printing business cards in the time-honored tradition of the letterpress. Letterpress allows for more texture and other options than today's more typical digital printing.

'It's a chance to get together and celebrate downtown.'

LINNAEA HOLGERS JAMES,
Artisans Gallery owner

Hotel, built in 1877, where many years later the upstairs is home to Red Restaurant and Bar.

In any case, Chip estimates there are about 20 downtown businesses that have reached or passed the half-century mark.

Last year, about 300 people attended a Downtown Association gala marking the 20th anniversary of the earthquake, which shook up the downtown landscape.

The association presented an award named for John Lisher, a leader in post-quake rebuilding, to his widow Juleen and Ceil Cirillo, who headed the city's redevelopment agency at that time.

The party was so enjoyable

organizers decided to bring it back, according to Linnaea Holgers James, who worked for the Lishers for 17 years at Artisans Gallery then bought the business last year.

"It's a chance to get together and celebrate downtown," James said.

This year's event will take place at the E.C. Rittenhouse Building, 1367-87 Pacific Ave., with doors opening at 6:30 p.m.

Festivities include presentation of the Lisher award for downtown leadership and a raffle of Santa Cruz "stay-cation" prizes. There also will be a photo booth where participants can capture their memories and dancing to '40s and '50s swing music from San Francisco band Lavay Smith and Her Red Hot Skillet Lickers.

Tickets are \$35 in advance, \$40 at the door. Tickets may be purchased online at DowntownSantaCruz.com or at Artisans Gallery, Bookshop Santa Cruz or Streetlight records. For information, call 429-8433.

10.14.10
DOWNTOWN STALWARTS

- Twenty businesses have been located in downtown Santa Cruz for 50 years or more. They are:
- Sentinel Printers, at 912 Cedar St., 1856
 - Bedell & Nelson-Harbert Insurance, 2035 N. Pacific Ave., 1922
 - Dell Williams Jewelers, 1320 Pacific Ave., 1927
 - Santa Cruz Glass and Gifts, 806 Pacific Ave., 1928
 - Del Mar Theatre, 1124 Pacific Ave., 1936
 - The Asti, 715 Pacific Ave. 1937
 - Fortier's Opticians, 108 Walnut Ave., 1946
 - Ferrari Florist and Gifts, 514 Front St., 1946
 - Zoccoli's Delicatessen, 1534 Pacific Ave., 1948
 - Palace Art & Office Supply, 1407 Pacific Ave., 1949
 - Chiorini, Hunt & Jacobs, 901 Center St., 1949
 - Andy's Auto Supply, 901 Pacific Ave., 1949
 - Fosters Freeze, 229 Laurel St., 1949 or 1950
 - Bonesio Liquors, 801 Pacific Ave., 1951, possibly earlier
 - Santa Cruz Optometric Center, 904 Cedar St., 1953
 - Joseph P. La Bue, CPA, 629 Center St., 1953
 - Tampico Kitchen & Lounge, 822 Pacific Ave., 1954
 - Lott's Auto Stereo, 600 Pacific Ave., 1955
 - The Avenue Bar, 711 Pacific Ave., by 1960
 - Holiday Muffler, 309 Front St., between 1958 and 1964

SOURCE: Downtown Association, Judy Steen, Sentinel research